



GUIDELINES

for the placement of

TRAVELER DISCOUNT BOOKLETS

In

SAFETY ROADSIDE REST AREAS



SEPTEMBER 2003

COUPON BOOKLET GUIDELINES
SPECIAL PROVISIONS & PERMIT CONDITIONS

APPLICATION SUBMITTAL

Any periodical vendor may request to place their traveler coupon booklets within the Safety Roadside Rest Areas (SRRA) on California State Highways, by submitting a standard Encroachment Permit Application.

It has been agreed upon between all parties, that the Guides agree to reserve two (2) full pages for use by the Department in each of their publications distributed within California State Highway right-of-way. These pages are to appear in the publications at the Guides discretion so long as the pages appear either before the first page of lodging coupons or after the final page of lodging coupons.

The Guides agree to endeavor to place the Departments pages together, facing each other whenever the paid composition of the publication permits. When and if constraints are imposed upon the Guides by the placement of paid advertising, the Guides shall still be obligated to provide two (2) full pages to the Department at the Guides discretion within the areas of the publications prescribed above.

The Department retains the right and privilege to prescribe the content of the two-(2) full pages during the course of this agreement (as illustrated in attachments #3 & #4, or modifications made thereof).

The Departments' current two full-page advertisements shall consist of the "Slow for the Cone Zone" and the California Highway Information Network (CHIN) effectively placed as agreed upon within the next publications issued after the date of this agreement.

In the box within the encroachment permit application labeled "description of work to be performed", the applicant must state "Renewal of existing encroachment permits, for the placement of Traveler Discount Coupon Booklets within the Safety Roadside Rest Areas, that have existing facilities for the traveler discount coupon booklets."

In the event that a new location is sought, it may be added by submittal of an encroachment permit application for an encroachment permit rider to the original permit, for an \$80.00 fee.

PERMIT FEE

The encroachment permit application shall be submitted with a cover copy of the periodical that is to be placed, and a check in the amount of \$80.00 as the encroachment permits fee. All permits issued for periodical distribution will be issued for a period of one year.

The permittee is responsible for actual cost of inspection, which may be more or less than the deposit. A refund shall be sent upon satisfactory completion of the permit or an invoice on a quarterly basis if warranted. Payment of the invoice is a condition of the permit.

SPECIAL PROVISIONS & CONDITIONS

The Department has agreed to the following for the placement of these advertisements for the fiscal year of 2003/2004 and each year following as long as the respective parties adhere to the conditions of this agreement:

- Each District Encroachment Permit Office will issue one annual encroachment permit per District for each individual company of the Guides.

- Allow the placement of the laminated placard depicting the cover of each guide within each window of each display.
- Allow the placement of the Guides booklets within the Department's Headquarters building, on the sixth floor outside of the cafeteria area, within open magazine racks provided by the Guides.

Subcontracting under this permit will not be allowed for the placement of the periodicals.

The permittee is required to provide weekly maintenance checks on the distribution facilities, to ensure cleanliness of the area surrounding their facilities and to ensure the traveling public is provided with current information at no cost to the public.

Storage of periodicals on State rights-of-way will not be allowed.

The permittee is required to notify the States' representative two days prior to start of any work in the States' rights-of-way. This includes performing weekly inspections and when delivering booklets for distribution.

Any three violations of the special provisions or permit conditions within the term of the permit will result in revocation of your permitted privileges.

INSTALLATIONS & CONDITIONS

All new installations of distribution facilities shall be installed and maintained by the permittee under the direction of the States' representative and shall be in compliance with the following criteria:

Upon completion on the installation of these distribution facilities within the SRRA, said facilities inherently become the property of the State of California.

Within each Safety Roadside Rest Area (SRRA), all distribution facilities (boxes and pedestals) shall all be of the same type, model, manufacturer and color (see Attachment #1 & #2) so that a uniform appearance is maintained as directed by the States' representative and per the attachments provided.

The distribution facility should be located in the planted areas wherever practicable, adjacent to walkways and electroliers to reduce the exposure to vandalism and theft.

The distribution facility should be located in an area where it will be unobtrusive and not detract from other elements of the SRRA. It will be located so that it is convenient and easily accessible to the traveling public.

The front of the distribution facility should be parallel with the edge of the walkway.

The maximum number of distribution boxes shall not exceed four (a double stack of two) in any SRRA.

The distribution boxes are to be securely fastened to square steel pedestal mounts, which are to be set in a concrete footing located within the planted area. The top of the concrete footing is to be covered with soil, mulch or ground cover to restore the area to its previous appearance to as great an extent as possible. Distribution boxes furnished with a pedestal mount equipped with a steel flange base designed to be bolted to concrete surfaces are to be used only where directed by the Department.

All distribution facilities shall be free of any advertisements (see Attachment #5) and shall be maintained in a clean, neat and attractive condition and in good repair at all times. Any facilities (boxes, pedestals) that are damaged, in a state of disrepair, or due to wear and tear which are no longer in a presentable

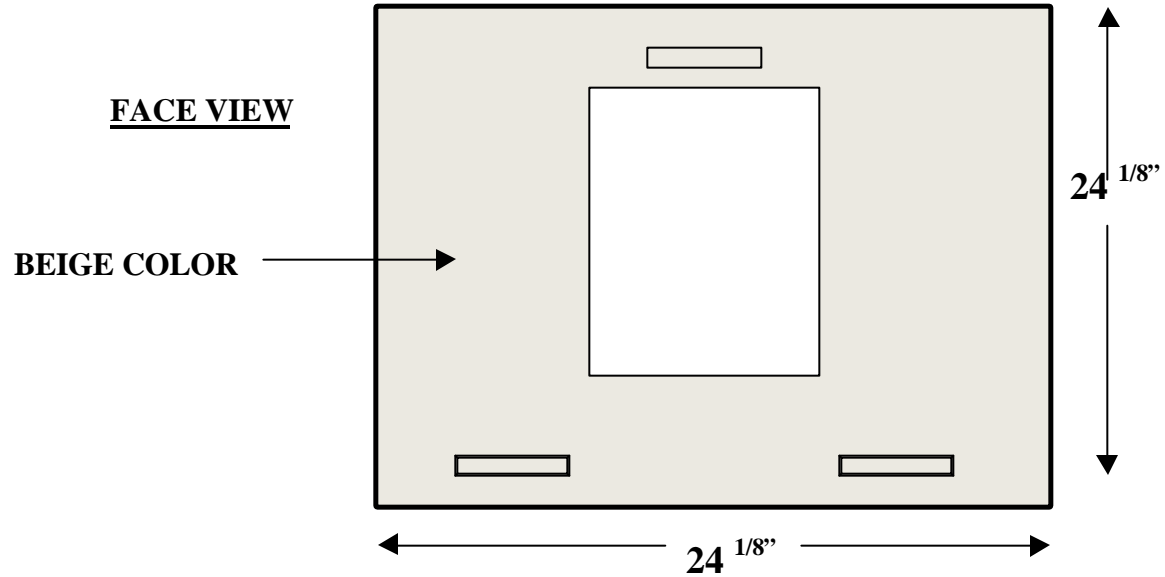
condition (clean, neat and attractive) shall be replaced or repaired by the permittee as soon as practicable after discovery or notification by the States' representative to do so.

All distribution facilities which have been lost, stolen or vandalized and facilities that are no longer to be used, shall be removed, replaced or repaired by the permittee as soon as practicable after discovery or notification by the States' representative to do so.

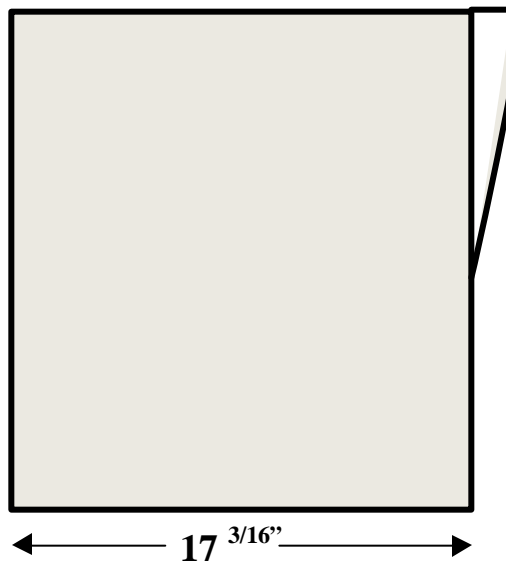
Any distribution facility that is missing, vandalized or unused and is not to be replaced, then the pedestal and base shall be removed, and the site shall be returned to its original condition.

ATTACHMENT #1

COUPON BOOK DISTRIBUTION BOXES

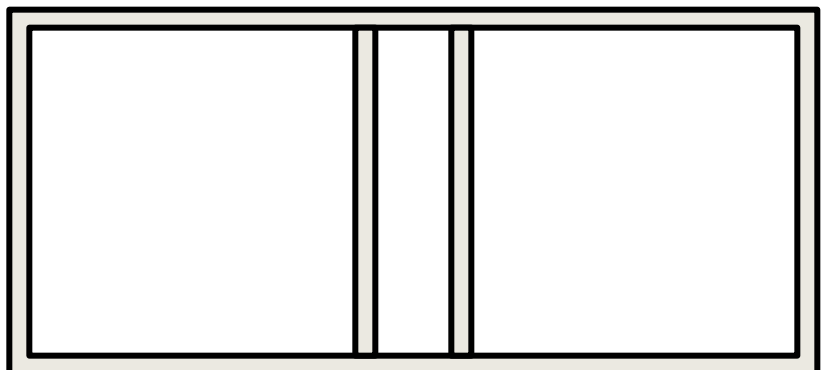


SIDE VIEW



DOUBLE BOX DIAGRAM

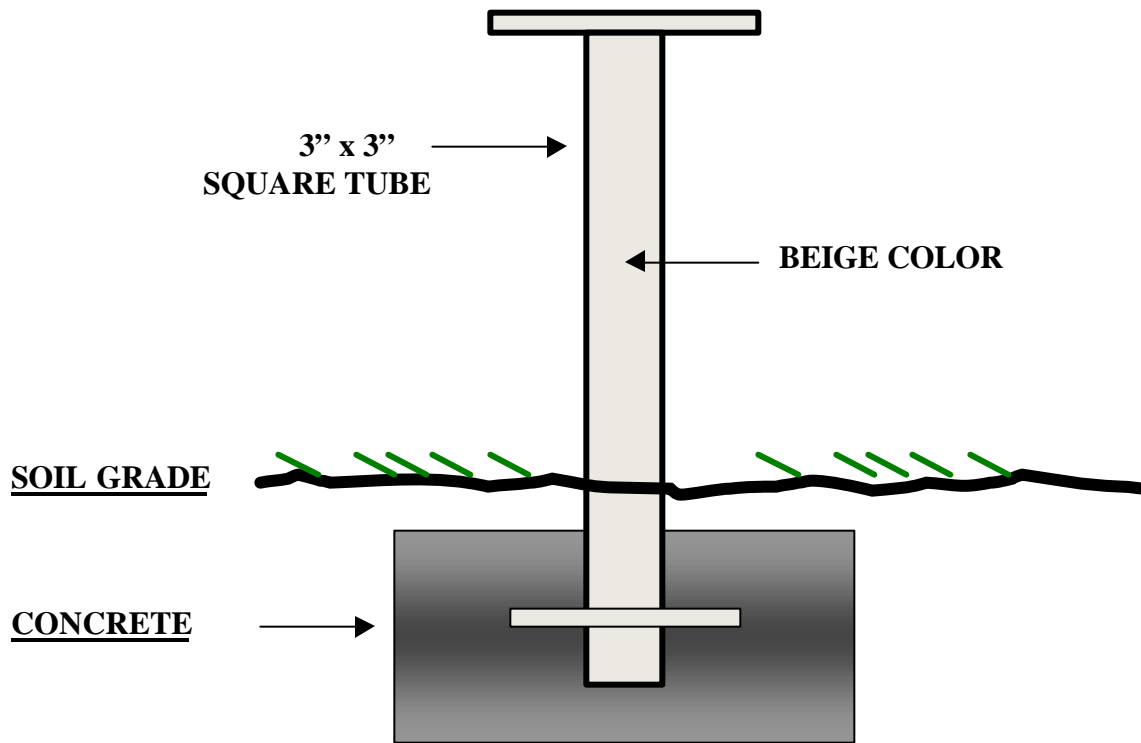
TOP VIEW
Of
BASE TRAY



ATTACHMENT #2

PEDESTAL

SINGLE BOX DIAGRAM



The distribution boxes are to be securely fastened to square steel pedestal mounts, which are to be set in a concrete footing located within the planted area. The top of the concrete footing is to be covered with soil, mulch or ground cover to restore the area to its previous appearance to as great an extent as possible. Distribution boxes furnished with a pedestal mount and equipped with a steel flange base that are designed to be bolted to concrete surfaces are to be used only where directed by the Department.



Highway Information Network for the Auto Traveler

The California Traveler Discount Guide
is pleased to provide assistance for the auto traveler.

The Caltrans Highway Information Network provides current information on road conditions, highway closures and alternate routes. Use a touch tone phone and call the numbers listed below. Just follow the simple instructions given on the phone to access the latest highway information.

Toll Free in CA
1-800-427-7623

Northern California
916-445-7623

Southern California
213-628-7623

Visit the Cal-Trans Information web site @: www.dot.ca.gov



Safety Roadside Rest Areas

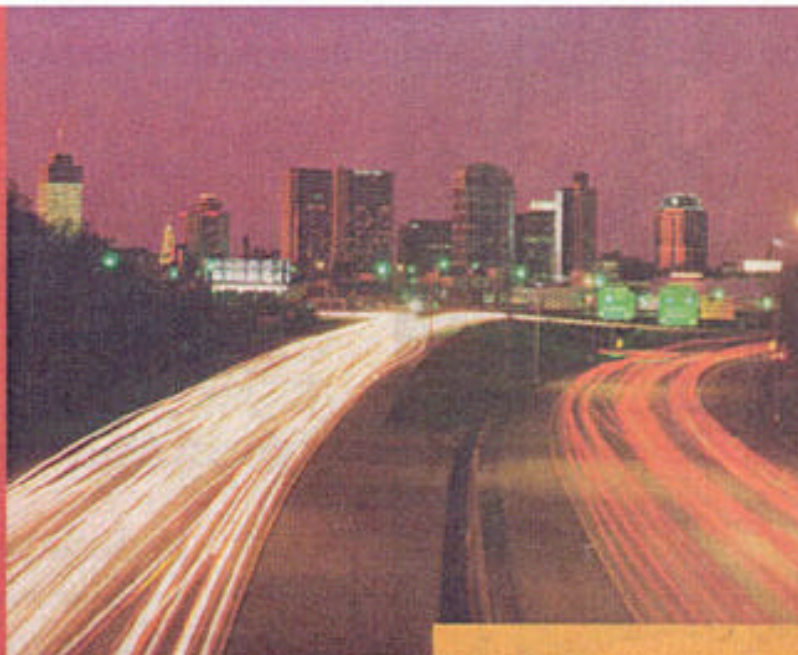
While traveling California please stop to rest, relax and thereby return to the highway a more alert and safe driver.

The "People Helping People" People of The Traveler Discount Guide



Caltrans

CalTrans Highway Information Network



The CalTrans Highway Information Network provides up to the minute information on road conditions in California. Information is updated 24 hours a day, 7 days a week. You must call from a touch tone phone to access the highway information network. Follow the recorded instructions for access with rotary dial phone service.

SAFETY ROADSIDE REST AREAS:

To provide a highway-related resting opportunity where you may stop for a short time to rest, relax, and thereby return to the highway a rested, more alert and safer driver.

TOLL FREE IN CALIFORNIA: **1 - 800 - 427 - 7623**

VISIT THE CALTRANS
INFORMATION WEB SITE AT
www.dot.ca.gov



EXITInfo is proudly displayed
at Cal-Trans Rest Areas.

TRAVEL SAFELY

ATTACHMENT #5

This illustration shows the appearance in how the placements of these distribution facilities are to appear in the Safety Roadside Rest Areas. Also shown is what is acceptable for placement in the door window and what is NOT.

